

Erie BayHawks Sign Deal with Imagination Park to Bring Augmented Reality Experiences to Fan Base

AR Platform Enables NBA Pelicans G League Affiliate New Revenue Stream and Exciting Fan Interaction

VANCOUVER AND ERIE, PA, June 17, 2019 /CNW/ - [Imagination Park Technologies Inc. \(CSE: IP\) \(OTC: IPNFF\)](#), the company bringing augmented reality (AR) experiences to consumers and sports fans globally, today announced that the Erie BayHawks have signed a deal that will bring augmented reality experiences to the Erie Insurance Arena and the city of Erie, Pennsylvania. The New Orleans Pelicans NBA G League affiliate will be among the first G League teams to utilize AR for fan engagement on their iOS or Android mobile devices.

"The BayHawks are excited to partner with Imagination Park Technologies to create some fun augmented experiences for our fans. We're looking forward to using this emerging technology to not only enhance the fan experience, but also create new opportunities for our marketing partners to engage with our fans," said Matt Bresee, President of the Erie BayHawks.

Alen Paul Silverstien, CEO of Imagination Park stated "We are excited to have our second professional sports team which plays in Erie, Pennsylvania to use our self-service Augmented Reality Platform for fan activation and engagement."

The Imagination Park platform requires absolutely no programming or even technical ability to design, manage or implement highly sophisticated AR campaigns. The team can utilize their library of images or videos appear on the mobile device as holograms, coupons, video highlights and more. The BayHawks plan to include Pokémon Go-like scavenger hunts at Erie Insurance Arena where fans can collect digital collectibles with the chance to win prizes including game tickets and BayHawks gear.

About Imagination Park

Imagination Park Technologies Inc. (CSE: IP) (OTC: IPNFF) is an augmented reality (AR) platform that enables businesses of any size to create and implement their own AR campaigns with no programming or technology experience. Every organization, from professional sports franchises to small retailers, can develop interactive AR campaigns that blend the real and digital worlds.

Customers simply point their mobile device at logos, signs, buildings, products, landmarks and more to instantly engage videos, information, advertisements, coupons, 3D holograms and any interactive content all hosted in the cloud and managed using a menu-driven portal. Integrated real-time analytics means that all customer interaction is tracked and measured in real-time. The AR Enterprise platform supports both IOS and Android mobile devices and upcoming wearable technologies.

For more information or to explore working with Imagination Park, please email info@imaginationpark.com, or visit www.imaginationpark.com.

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We encourage you to do your own due diligence and ask your broker if Imagination Park Entertainment Inc. (cse: IP) is suitable for your particular investment portfolio*.

The Canadian Securities Exchange has neither approved nor disapproved the contents of this press release. This press release may include 'forward-looking information' within the meaning of Canadian securities legislation, concerning the business of the Company. The forward-looking information is based on certain key expectations and assumptions made by Imagination Park's management. Although Imagination Park believes that the expectations and assumptions on which such forward-looking information is based are reasonable, undue reliance should not be placed on the forward-looking information because Imagination Park can give no assurance that it will prove to be correct. These forward-looking statements are made as of the date of this press release, and Imagination Park disclaims any intent or obligation to update publicly any forward-looking information, whether as a result of new information, future events or results or otherwise, other than as required by applicable securities laws.

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